

NEWS PRINT PAPER IS NEARING END OF SUPPLY

The news print paper supply is rapidly approaching a stage which will be fatal to many newspapers. The present normal demand is perhaps 25 per cent greater than the supply, and prices are on a famine basis and going higher. At present rates of advertising it is impossible for most newspapers to make money.

If this situation were the result of manipulation or monopoly, it might be dealt with by the usual legal measures, though prosecution and legislation are disappointing in results.

In fact, the present situation is the result of short-sighted attempts in the past to restrict the price of newsprint, which has kept capital out of manufacture, so that the industry now is not able to meet the publishers' needs. The crisis can be met only by voluntary self-denial—unless it be allowed to develop until the weaker publishers go under. The Tribune is in a fortunate situation, because it manufactures its own paper. But it believes it would be a national misfortune if newspapers or other publications of merit were victimized by this abnormal condition, perhaps even to the extent of being forced out of existence.

The Tribune believes, therefore, that the stronger publications should forego their advantage to a reasonable extent and enter into an agreement to curtail the consumption of paper. The agreement must be general and advertisers should give public-spirited help by assenting to restrictions of space.

The Tribune would be glad to lead the movement for restriction, but has gone as far as it feels it is reasonable that it should go until a general agreement is reached. It stands ready, however, to join in a general movement to bring consumption down to the level of supply and thus save a situation which must soon prove disastrous to many publications and a public misfortune. —Chicago Tribune.

December Clearance Sale

Saturday, 9 a.m., we place on sale every shoe in the house below manufacturers' cost.

\$11, \$12, \$13 Values

Black, Tan, Gray, Taupe, Field Mouse—On Sale—

\$7.95 \$7.95



\$14, \$15, \$16, \$17 Values.

On Sale—

\$9.80 \$9.80



Bronze, Taupe, Gray, Field Mouse, Black Kid

SPATS

\$2.50, \$3.00, \$3.50 Values—

\$1.95 \$1.95

WALKING BOOTS

\$10, \$11, \$12, \$13 Values.

Brown, Gray, Black, On Sale

\$8.80 \$8.80

Sample Boot Shop

91 S. Main St.

The Loveliest Curly Hair—So Easy to Have!

Why make your hair dry, brittle and dead looking with the heated waving irons? When the simple silmerine method will produce a curliness far more natural in appearance, and at the same time preserve the lustre and beauty of your tresses? Liquid silmerine is so agreeable to use, being neither sticky nor greasy, and the over-night transformation is so pleasing, the first trial will make it your firm friend.

The approved way to apply it is to pour a little into a saucer at bedtime, dip a clean tooth brush into this and draw the brush through the hair from crown to tip, one strand at a time. A few ounces of this harmless liquid from your drugist will last a long time. You will like it not only because of the charming curly and wavy effect, but because you will also find it an excellent dressing for the hair.

EVERYTHING FOR THAT FRUIT CAKE

Jonathan or Spitzenburg

Apples

\$4.00 Per Box

35c DOZEN

Strictly Good Eggs, 56c Doz.

Price Good Until

Christmas

Florida Oranges (176 to \$5.40 Per Box

REAL SWEET, THIN SKIN, DOZ., 40c

Strictly A No. 1, This

Year's Crop of Nuts

Paper Shell Almonds, 50c

English Walnuts, lb., 50c

Brazil Nuts, lb., 40c

Mixed Nuts, lb., 43c

Cocoanuts, Fresh

10c, 15c, 20c, 25c

CANDIES

Chocolate Drops, lb., 45c

Fancy Mixed, lb., 40c

Gumdrops, lb., 40c

Caramels, lb., 45c

Chocolate Mints, lb., 45c

Almond Bars, pkg., 7c

Layer Raisins, lb., 25c

Peaches, lb., 30c

Appricots, lb., 40c

The Great Atlantic & Pacific Tea Co.

Main 49-5500.

177½ S. Main.

FREE DELIVERIES TWICE DAILY

Store will remain open tomorrow night until nine o'clock

Practical and Pleasing as Gifts
Fine silk petticoats
—because of the beauty, usefulness
and service—



\$5.00 to \$20.00

Petticoat section—second floor.

New—and for Christ-

mas Gifts.

Madeira

linens

Savings ranging from

25 to 33 1-3 per cent.

—as a result of special

purchases and sample

lines, these pieces and

sets are much under

regular prices, which

will be welcomed by

those contemplating

buying gifts of these

genuine hand embroi-

dered Madeira—

Pieces include Dollies,

oval tray covers, cor-

nerpieces, table cloths,

luncheon sets, etc.,

marked at a piece, or

set—

50c to \$35

Linen Section

Main Floor.

The Preferred Gift for

Women.

Glove silk

underwear

—because no woman

objects to adding an-

other garment to her

wardrobe, such as—

Glove silk vests, \$2.98

to \$7.50.

Glove silk envelope

chemises, \$5.00 to \$17.50.

Glove silk bloomers,

\$3.59, \$4.29 to \$17.50.

Glove silk union suits,

\$7.50 to \$8.75.

Glove silk camisoles,

\$2.00 to \$10.95.

Underwear Section

Second Floor.

Gifts of Distinction

Hand bags

Highly commended for

gifts, for their beauty

and usefulness com-

bined makes them very

pleasing—

Women's handsome vel-

vet shopping bags, in

black, brown, navy and

taupe; silk lined, fin-

ished with purse and

mirror; large range of

handsome styles; each,

\$3.75 to \$39.75.

Women's imported

beaded bags, rich col-

ors, pretty shapes; fin-

ished with drawstring

top or metal top; each,

\$1.95 to \$7.50.

Women's leather hand-

bags, handsome line in

various leathers, lined

and fitted; each, \$4.00 to

\$18.75.

Children's handbags in

leather, velvet and silk,

pretty colors; each, 99c

to \$3.00.

Leather goods store—

Main floor.

Many Holiday Re-

quirements Filled by

Jewelry

The pieces always wel-

come on lady's dress-

ing table—

The new ostrich feath-

er fans, in a large range

of pretty colors and de-

signs; each, \$5.00 to \$35.

Women's silver-plated

mesh bags, usually \$4,

special, each, \$2.98.

Men's soft cuff links,

a pair, 75c.

Gold-finger rings; a

set, 75c.

Oriental pearl earrings;

special, pair, 59c.

Oriental pearl neck

chains; each, 75c to

\$17.50.

Coral neck chains; each,

\$13.75 to \$37.50.

Real coral neck chains,

all white; each, \$7.50.

Jet neck chains, 54-inch;

each \$1.50 to \$7.50.

Real cameo rings, set

in 16-karat gold; each,

\$3.50 to \$5.50.

Real cameo brooches;

each, \$1.50 to \$2.00.

Rhinestone shoe buck-

les; a pair, \$7.50 to \$9.50.

Jewelry section—Main

floor

Delightfully Appropriate

as Gifts

Neckwear

—for each piece fea-

tures style distinction

and beauty—

Crepe silk lavallieres in

all the wanted colors,

finished with beads and

fancy ornaments; each,

29c, 39c and 50c.

The new tab collars for

round-neck dresses, in

Georgette crepe, Venice

and filet points; white,

cream and cerise; each,

75c to \$1.75.

Net and lace vestees,

handsome styles; each,

\$1.00 to \$6.00.

Georgette Tuxedo col-

lars, embroidered and

trimmed with Venice

and Organdy collars and

sets, trimmed with lace;

each, \$1.00 to \$2.00.

Net and lace stock col-

lars, finished with large

tab; newest cut; each

75c to \$6.50.

Neckwear section—Main

floor.

The gift that carries

comfort

House shoes

A man or a woman

will always welcome

a pair of house shoes

as a gift because of

the comfort and

pleasure they give.

Women's Julietts and

comfy in felt, kid and

crotone in all the

shades and styles

as well as all sizes;

a pair, \$2.25, \$2.50

and \$3.00.

Men's slippers for

house wear in three

distinct styles;

choice, a pair, \$4.00

and \$4.50.

Shoe store—below

first floor.



Gifts of worth

—This does not necessarily mean gifts, the result of large expenditure, but those that express the proper gift sentiment and carefully selected to suit the individual requirement. If chosen from these stocks they cannot help expressing good taste born of excellence and quality—even though the expenditure be small—for of such only do these stocks consist.

Novelty china—acceptable gifts

—Any piece of which fills a need in the household china closet.

Relish dishes, hand painted,

\$1.75.

Asparagus dishes, hand painted,

\$3.50.

Syrups, hand painted, \$2.00.

Marmalades, hand painted,

\$2.25.

Muffin dishes, hand painted,

\$2.75.

Fruit sets, hand painted, \$5.00

and \$6.00.

Chocolate sets, hand painted,

\$7.50 to \$12.75.

Teas and saucers, fancy shapes,

hand painted, set, \$7.50.



China Store—Basement

Baskets, hand painted, \$1.50.

Cake sets, hand painted, \$5.50

and \$6.00.

Sandwich sets, hand painted, \$7.

Bowls, hand painted, \$2.50 to

\$6.75.

Compotes, hand painted, \$2.00

to \$3.00.

Percolators, aluminum, \$4.25 to

\$7.25.

Casseroles, for, each, \$2.25 to

\$8.50.

Crumb sets, for, \$1.05 to \$3.00.

Plate warmers, each, \$3.50 to

\$4.50.

Handkerchiefs as gifts

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